



City of Columbus
Mayor Michael B. Coleman

University Area Review Board

109 North Front Street, First Floor
Columbus, Ohio 43215-9031
(614) 645-6096 (614) 645-1483 fax

MEETING SUMMARY

February 25, 2010

Ted Goodman, Frank Petruziello, George Kane, Bill Graver, Pasquale Grado

Brian Horne, Doreen Uhas-Sauer

Daniel Ferdelman

date
members present
members absent
staff present

A.

Approval of Minutes

motion
motion by
vote

To approve the January Meeting Summary as submitted; striking the sentence fragment on Case 1.

**Mr. Grado/ Mr. Graver
5-0 to Approve**

B.

Applications for Certificate of Approval

1.

applicant:
to be reviewed:
6:30

2650 North High Street

CSL Plasma

David O'Brien (Midwest Sign Solution LLC)
sign

Mr. Ferdelman presented several slides and reviewed the facts of the case. Mr. O'Brien explained the changes to the sign and the issues the client had with previous suggestions. Mr. Petruziello described a discrepancy between the measured drawing and the photo rendering. Mr. O'Brien agreed that the drawing was slightly off, but the proposed sign is smaller than the existing sign and smaller than the one that was previously fabricated. Mr. Ferdelman recalled the history of approvals of the building and signs since 2002.

motion
motion by
vote

**To approve the proposal as submitted.
Mr. Grado / Mr. Petruziello
4-0 to Approve**

2.

applicant:
to be reviewed:
~ 6:45

14 East 11th Avenue

Shish Kabob Express

Mike Smith (Sign Fabricator)
sign

Mr. Ferdelman presented several slides and reviewed the facts of the case. Mr. Smith explained that the proposed sign is the reconditioned shell of the former Pesto Restaurant. Mr. Smith stated that the client would like to put open late on the bottom of the sign. Mr. Grado suggested that the "open late" should go into the windows of the storefront. Mr. Petruziello asked whether the scroll work could have a little more substance. Mr. Smith stated that thickening the filigree was possible. Mr. Goodman asked whether the horizontal supports could be painted to match the stone as much as possible. Mr. Petruziello asked that the applicant consider adding the filigree to the other two sides of the sign.

motion

To approve the proposal as submitted with the following conditions:

- **That the filigree on the top and bottom of the sign shall have a thickened profile.**
- **That the words Shish and Kabob be moved closer together in order to give more space at the edges.**
- **That the applicant may add filigree to the other two sides as an option.**
- **That a revised sign design shall be submitted to staff for review and approval.**

motion by
vote

**Mr. Petruziello / Mr. Grado
4-0 to Approve**

3.
applicant:
to be reviewed:
~ 7:00

2060 North High Street
Jared Adkins (Columbus Sign Company)
sign

The Ohio Stater Student Housing

Mr. Ferdelman presented several slides and reviewed the facts of the case. Mr. Adkins described the sign and a possible lighting scenario. Mr. Petruziello stated that halo lighting would create a nice effect. Mr. Goodman asked whether the words Student Housing were necessary. Mr. Adkins stated that the client would need some way to indicate that it was no longer a hotel but rather housing for students. The board and applicant discussed the pros and cons of the wording "Student Housing". Mr. Horne stated that he could support the halo lit "Ohio Stater", while the "Student Housing" should not be lit.

motion

To approve the proposal as submitted on the following conditions:

- **That the Aluminum channel letters with the text "Ohio Stater" shall be halo lit.**
- **That the Aluminum channel letters with the text "Student Housing" shall not be lit.**
- **That all wiring shall be concealed (i.e. no exterior surface mounted conduit shall be used).**

motion by
vote

Mr. Horne / Mr. Petruziello
4-0 to Approve

4.
applicant:
to be reviewed:
~ 7:15

2465 North High Street
Ryan Srbljan (DaNite Sign Company)
sign

Campus State Liquor Store

Mr. Ferdelman presented several slides and reviewed the facts of the case. Mr. Srbljan (sir-blon) described the proposed sign and the facts of the business relocation. Mr. Grado stated his concern with labeling the business with "Campus". Mr. Srbljan stated that he could raise the concerns with the clients. Mr. Grado suggested making State Liquor Store one line and mount the Campus letters just over in order to make the sign more balanced. Mr. Horne stated that he had no issue with the 24" letters, though 18" letters would probably be better. Mr. Petruziello stated that the channel letters and sign cabinet should be the same depth. Mr. Goodman stated that the sign on the South elevation is out of scale with its structural bay. Mr. Ferdelman asked whether they had considered a blade sign. Mr. Srbljan stated that he could do something creative in a blade sign, but he would have to get the client to go along. Mr. Goodman asked for some clarification of wiring details. Mr. Srbljan stated that all signs are fed from behind. Mr. Goodman stated that he might be okay with 16" letters on the South elevation.

motion

Tabled by Applicant.
Things to consider:

- **The channel letters and sign cabinet should be the same depth.**
- **A name other than Campus - possible association with North Columbus in name.**
- **The awning at the rear entry should be a traditional type awning with black canvas and white lettering.**

C. Staff Issued Certificates of Approval

- | | | |
|---|--|-------------------------------------|
| • | 1603-North High Street (5 Guys) | relocate sign (center in sign band) |
| • | 1755-1757 North 4 th Street | windows |
| • | 2036 North 4 th Street | windows |
| • | 129 West 9th Avenue | windows |
| • | 21 West Patterson Avenue | windows |
| • | 95 McMillen Avenue | roof |
| • | 2268 North High Street | balcony replacement (like for like) |

D.

Board Approved Applications Issued Certificates of Approval

- 18 East 11th Avenue (Nutrition X) sign approved 1/28/2010 issued 2/4/2010
- 18 East15th Avenue (FedEx Office) signs approved 1/28/2010 issued 2/18/2010

E.

Board Organization

- Administer oath to reappointed members
- Elect board chairperson

F.

Next Meeting

Thursday March 25, 2009 / 6:30pm / Northside Branch Library / 1423 North High Street